

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

| | | |
|--|--|--|
| <u>Contract / Revision</u> 706500 / | | <u>Alt Order #</u> 06204155 |
| <u>Product</u> NRCC IE 2012 | | |
| <u>Contract Dates</u> 10/12/12 - 10/18/12 | <u>Estimate #</u> 2603 | |
| <u>Advertiser</u> National Republican Cong. Committee | | <u>Original Date / Revision</u> 09/13/12 / 09/13/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSDK | <u>Account Executive</u> Kristin Waskie | <u>Sales Office</u> Telerep Philadel |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 155 | <u>Product Code</u> 426 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| 1 | KSDK | 10/12/12 | 10/12/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$2,700.00 | 0.00 | | | |
| 2 | KSDK | 10/12/12 | 10/12/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$2,250.00 | 0.00 | | | |
| 3 | KSDK | 10/12/12 | 10/12/12 | 5-6a | 5-6A | | :30 | | | | NM | 2 | \$1,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 2 | \$575.00 | 0.00 | | | |
| 4 | KSDK | 10/12/12 | 10/12/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$2,475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$2,475.00 | 0.00 | | | |
| 5 | KSDK | 10/12/12 | 10/12/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$1,125.00 | 0.00 | | | |
| 6 | KSDK | 10/12/12 | 10/12/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | 1 | \$2,250.00 | 0.00 | | | |
| 7 | KSDK | 10/15/12 | 10/15/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 1 | \$3,375.00 | 0.00 | | | |
| 8 | KSDK | 10/15/12 | 10/15/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 1 | \$675.00 | 0.00 | | | |
| 9 | KSDK | 10/15/12 | 10/15/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$3,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 1 | \$3,025.00 | 0.00 | | | |
| 10 | KSDK | 10/15/12 | 10/15/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 1 | \$1,350.00 | 0.00 | | | |
| 11 | KSDK | 10/15/12 | 10/15/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 1 | \$3,000.00 |

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 706500 / | 06204155 |

| Contract Dates | Product | Estimate # |
|---------------------|--------------|------------|
| 10/12/12 - 10/18/12 | NRCC IE 2012 | 2603 |

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| National Republican Cong | 09/13/12 / 09/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|---------------------|-----------------|-----------------------------|-----------------------------|-----------------------|-----------------|-------------------|-------------|-----------------------|------------|-------------|------------|
| | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | 1 | \$3,000.00 | 0.00 | | | |
| 12 | KSDK | 10/13/12 | 10/13/12 | News Channel 5 at 6P Sat | 6-630P | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 1 | \$1,125.00 | 0.00 | | | |
| 13 | KSDK | 10/13/12 | 10/13/12 | Sat 6-7A | 6-7A | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 1 | \$500.00 | 0.00 | | | |
| 14 | KSDK | 10/13/12 | 10/13/12 | NBC Today Show (Sa) | 7-9A | | :30 | | | | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 2 | \$900.00 | 0.00 | | | |
| 15 | KSDK | 10/13/12 | 10/13/12 | Sat 9-10a | 9-10A | | :30 | | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | 1 | \$900.00 | 0.00 | | | |
| 16 | KSDK | 10/14/12 | 10/14/12 | News Channel 5 at 5P Sun | 5-530P | | :30 | | | | NM | 1 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$1,125.00 | 0.00 | | | |
| 17 | KSDK | 10/14/12 | 10/14/12 | Sun 6-7A | 6-7A | | :30 | | | | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 2 | \$450.00 | 0.00 | | | |
| 18 | KSDK | 10/14/12 | 10/14/12 | NBC Today Show (Su) | 7-8A | | :30 | | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$900.00 | 0.00 | | | |
| N 19 | KSDK | 10/14/12 | 10/14/12 | NFL Regular Season Football | Various | | :30 | | | | NM | 1 | \$7,875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$7,875.00 | 0.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | |
| | | 1 | KSDK | 10/08/12-10/14/12 | NFL Regular Season Football | Various | -----Su | :30 | | \$7,875.00 | 0.00 | NM | |
| | | See MG 19.2 | | | | | | | | | | | |
| | | 2 | KSDK | 10/15/12-10/15/12 | The Voice | 7-9p | M----- | :30 | | \$7,875.00 | 0.00 | NM | |
| | | Ⓜ MG for 19.1 10/14 | | | | | | | | | | | |
| 20 | KSDK | 10/14/12 | 10/14/12 | Sun 9-10a | 9-10A | | :30 | | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | 1 | \$900.00 | 0.00 | | | |
| 21 | KSDK | 10/18/12 | 10/18/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$3,375.00 | 0.00 | | | |
| 22 | KSDK | 10/18/12 | 10/18/12 | News Channel 5 at 5P | 5-530P | | :30 | | | | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$2,800.00 | 0.00 | | | |
| 23 | KSDK | 10/18/12 | 10/18/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$675.00 | 0.00 | | | |
| 24 | KSDK | 10/18/12 | 10/18/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$3,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$3,025.00 | 0.00 | | | |
| 25 | KSDK | 10/18/12 | 10/18/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---T--- | | | | 1 | \$1,350.00 | 0.00 | | | |

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| 10/12/12 - 10/18/12 | NRCC IE 2012 | 2603 |

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| National Republican Cong | 09/13/12 / 09/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| 26 | KSDK | 10/16/12 | 10/16/12 | Tonight Show | 1035-1137p | | :30 | | | | NM | 1 | \$1,010.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 1 | \$1,010.00 | 0.00 | | | |
| 27 | KSDK | 10/16/12 | 10/16/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 1 | \$675.00 | 0.00 | | | |
| 28 | KSDK | 10/16/12 | 10/16/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$3,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 1 | \$3,025.00 | 0.00 | | | |
| 29 | KSDK | 10/16/12 | 10/16/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 1 | \$1,350.00 | 0.00 | | | |
| 30 | KSDK | 10/16/12 | 10/16/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -T----- | | | | 1 | \$3,000.00 | 0.00 | | | |
| 31 | KSDK | 10/17/12 | 10/17/12 | LN (M-F) | 10-1035p | | :30 | | | | NM | 1 | \$3,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | | | | 1 | \$3,375.00 | 0.00 | | | |
| 32 | KSDK | 10/17/12 | 10/17/12 | 5-6a | 5-6A | | :30 | | | | NM | 1 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | | | | 1 | \$675.00 | 0.00 | | | |
| 33 | KSDK | 10/17/12 | 10/17/12 | News Channel 5 at 6P | 6-630P | | :30 | | | | NM | 1 | \$3,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | | | | 1 | \$3,025.00 | 0.00 | | | |
| 34 | KSDK | 10/17/12 | 10/17/12 | 6-7a | 6-7A | | :30 | | | | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | | | | 1 | \$1,350.00 | 0.00 | | | |
| 35 | KSDK | 10/17/12 | 10/17/12 | 630-7P Wheel of Fortune | 630-7P | | :30 | | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --W---- | | | | 1 | \$3,000.00 | 0.00 | | | |
| Totals | | | | | | | | | | 0.00 | | 38 | \$71,110.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/18/12 | 38 | \$71,110.00 | \$60,443.50 |
| Totals | 38 | \$71,110.00 | \$60,443.50 |

Signature: _____ **Date:** _____

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